

## ABSTRACT

A method and system of selling healthcare services to a patient. A number of healthcare service providers are contracted and registered with a healthcare marketplace operator. Information regarding the healthcare service providers is stored in a database. A prospective patient is provided with a case statement template having one or more areas to specify clinical and non-clinical requirements of the patient. The patient uses the template to provide case statement information to the marketplace operator. In many instances, the case statement template is completed with the assistance of the patient's primary physician. The case statement information is received and processed by the marketplace operator. The marketplace operator generates a case statement from the case statement information and the case statement is made available or distributed to contracting healthcare providers. In general, the healthcare providers set a number of screening factors so that they receive case statements related to the type of medical procedures the healthcare service providers wish to perform. Interested healthcare providers then prepare proposals or responses to the patient's case statement. The responses received from the healthcare service providers are then delivered to the prospective patient. The prospective patient then reviews the responses from the healthcare providers. The responses may include clinical quality indicators such as mortality rate, physician licensing, physician and medical staff experience, malpractice claims, available medical equipment, and other relevant information. The patient may secure the services of one of the contracting service providers by submitting a deposit.